Job Description

Head of Media
November 2021
Our challenge

Welcome to Smart Energy GB. It’s our task to engage everyone in England, Scotland and Wales with the national rollout of smart meters - and we are all thrilled to have this once-in-a-career chance to communicate with the whole of our diverse nation.

Every British home and microbusiness has the opportunity to upgrade to new gas and electricity smart meters, which will utterly transform the way we all buy and use energy and pave the way to a smarter, more energy efficient future. It’s one of the biggest technological and infrastructural investments of our time, the smart meter rollout has already converted just under 40 per cent of British households. The goal for this voluntary technological upgrade is to engage every household in Great Britain, and so there is a continuing critical role for Smart Energy GB in the years ahead (government has recently indicated that Smart Energy GB’s campaign should continue until at least 2024, and potentially beyond).
Our campaign is one of the most far-reaching of any campaign in the country. We are talking to consumers from all backgrounds, across the whole of Great Britain. Our legal duties mean that we have a particular need to make sure that consumers who are harder to reach or need greater support are not left behind (already an important part of our responsibilities and likely to be an increasing focus over the period leading to 2024).

It’s an exciting time to join one of the most talented and creative teams in the country. We have an exciting mission, and we pride ourselves on having a fully inclusive working environment.

We love what we do. We are flexible, eager to learn and hugely motivated by this chance to be part of one of the biggest-ever behaviour change campaigns, which brings with it benefits for both individual households and the environment.

We’re looking forward to meeting you, and hope you’ll be as fired up about the challenge ahead as we are.

The Smart Energy GB team
53 million smart meters to rollout

Over 4 million live in social housing

Over 26 million households

2 million microbusinesses

More than 5 million people are over 75

Close to 1 million people are not proficient in English
The Smart Energy GB team

Our team culture is uniquely exciting and restless. We get out of bed in the morning because teamwork, communication and creativity will help us change the future of Great Britain. We are passionate, excited, caring, collaborative and confident.

We have offices in Cardiff, Edinburgh and London. We ensure our team is managed and developed to a high standard at Smart Energy GB. To us that means going above and beyond expectations and minimum requirements, in a way we believe makes a positive difference.

We reward our team in innovative ways, and aim to maintain a team culture where everyone is motivated by Smart Energy GB being a great place to work.

We promote an inclusive, productive flexible working environment that supports our team and their families by facilitating a healthy work/life balance.

We want every new employee to feel welcome and part of the team from day one. Our comprehensive onboarding process gives new starters the opportunity to meet with every team within the organisation in an informative but informal way.

We do not believe any member of our team should have to wait to make the most of our benefits package and so these are available from their first day.

We want every member of our team to feel excited about coming to work, and that their hard work is recognised as making a difference.

Recognised by the industry
The role

Job title: Head of Media  
Job salary: £70,000 - £80,000 per annum  
Job location: London, SE1  
Deadline: January 2022

Outline of the job

- Smart Energy GB are responsible for the national consumer and microbusiness engagement campaign for smart meters; helping pave the way towards a cleaner, greener, more energy efficient Britain

- We’re looking for a passionate Head of Media who is excited by our mission and the opportunity to be part of this once-in-a-lifetime campaign in the next phase of our life. This is a senior level position for someone who will lead the planning, buying and evaluating of our paid media activity. This person will be a strategic thinker as well as someone able to operate as an effective team and project manager in a fast-moving and ever-changing environment

- The Head of media will have responsibility for an annual budget of nearly £20million, to plan and deliver multi-channel consumer and business campaigns with our media agency (PHD). Currently about £10million is spent on TV/video

- Reporting into the Deputy Director of Marketing, you would work alongside our Head of Brand and Advertising and our Head of Digital. As a team, you would be responsible for the development of all of our campaign activity, ensuring we are driving forward our organisational goals to reach and impact our different audience segments

- We are in the process of running a media pitch at a time when our media strategy needs to shift. This is an exciting time to join, with the opportunity to shape a new direction for a media department tasked with a significant national agenda
Key tasks / responsibilities

- Support the Deputy Director of Marketing/Director of Marketing in setting the strategic direction of the overall consumer and microbusiness marketing campaigns. Identify opportunities to develop ever more creative and effective solutions across all paid, earned and owned media activity.

- Lead the implementation development of all our paid media activity and manage the day-to-day relationship with our media agency partner (PHD) to deliver quality media plans which deliver strong ROI against agreed targets and budgets.

- Report expenditure of paid for media activity, including monitoring monthly forecast budgets and invoice activity.

- Oversee the monitoring and validation of our media expenditure and manage our media performance evaluation agency (MediaSense) to ensure regular buying assessments are conducted and recommendations implemented.

- Work closely alongside other Heads of departments to develop integrated creative and media strategies, and to ensure that CIVICs (consumers in vulnerable circumstances) are fully addressed in our overall segmentation and channel plan.

- Work closely with Head of Insight & Analytics to maximise use of segmentation and research findings in targeting, setting KPIs and deployment of econometrics.

- Working with PR team to assess strategic and commercial value of media partnerships, bought through our media agency.

- Support other cross-department strategic and creative initiatives where required.

- Assist Deputy Director and Director of Marketing with providing a robust rationale for our media channel strategy and executive summaries of our activity for the SLT, CEO, board and other key stakeholders.
• Work with the Head of Industry Relations to provide suppliers with regular updates on our media plans and activity

• Line manage and oversee the professional development of more junior members of the team

• Keeping abreast of industry developments and changes, identifying new opportunities for Smart Energy GB where relevant

Skills, experience and competencies

• Experience working for a leading integrated media agency OR experience working as part of an in-house consumer media team

• Experience in developing major, multi-channel, consumer facing communications campaigns

• Experience/knowledge of digital media planning, buying and evaluating, including programmatic and data led content

• Understanding of a spectrum of tools and tech stacks including data clean rooms

• Experience of different approaches to evaluation, to assess both short and long terms KPIs, including econometrics

• Ability to write clear agency briefs, evaluate media agency cost proposals, agree clear scopes of work and manage a significant marketing budget, providing a live and accurate view of this budget to the senior management team as and when required

• A strong understanding of marketing/behaviour change best practice and the key considerations, inputs and processes required to deliver an effective campaign

• Experience in working on customer segmentation and developing comprehensive channel plans
• Excellent at building and managing senior relationships, and confident owning and leading projects

• Highly organised and be able to manage projects in order to meet tight deadlines/ budgets

• Strong IT skills, including the creation and management of excelspreadsheets

• Excellent communications skills; the ability to write and present succinctly, eloquently and creatively

• Appreciation of the objectives and activities of Smart Energy GB

• Appreciation of the diversity of the people and communities of Great Britain, embracing this diversity in your approach to work

A bit more context about our media challenges

• We have a large and diverse target audience (the nation) who’s composition is changing. We have converted our lowest hanging fruit and will need to do more to persuade the remaining groups

• We have an ambition to be more targeted, using best in class data and digital technology to do so

• We have the added challenge of needing to convert people who are negative towards not only our product, but also the basis of our propositions (i.e. low interest in the environment, national infrastructural upgrades, money saving, energy management)

• We need to evidence to our stakeholders (energy suppliers and BEIS) that their money is being spent very wisely – both excellent value for money and driving results

• We must also work hard to continue to prove how our activity directly contributes towards driving installations. Both via consideration, and increasingly our interest in driving direct traffic for conversion

• As an organisation we are committed to testing new approaches and use learnings to drive more effective campaigns
• We don’t currently have access to first party data or the ability to track activity through to the point of conversion (as suppliers are responsible for booking appointments and installing smart meters)

• But we do have access to a wealth of data and an insights team who are keen to work with agencies to understand more about our audience and how we might better reach them

Our challenge is unique and interesting

The size of our addressable audience will decrease the more successful we are

This necessitates us becoming more targeted in our approach as time goes on

However – We know that our harder to convince audiences are not digital natives, consume mostly traditional media and are dubious about online advertising

So as the importance of effective digital targeting increases – The audience we’re targeting will be less receptive to digital communications

We also think the solutions will require industry leading thinking, with the potential for shifting the way the industry thinks about targeted media

We need to flip traditional media thinking on its head – While retaining the functionality of an effective media plan.

Our digital approach needs to primarily drive consideration (brand led) – Our consideration activity in digital needs to be high impact, high dwell time and deliver benefits – Whilst still being laser targeted to the right audiences. (We have ambitions to support suppliers in driving conversion as well but our first focus is improving consideration).

Our ATL activity on the other hand needs to become targeted and specific – The days of an entirely broadcast approach are behind us, and we need to showcase that digital thinking can be applied to not just our planning but also the buying of linear TV, Print and Radio.

We will need constant measurement of everything we do.

We also know test and learn must be at the heart of our activity – The audiences who haven’t been convinced so far are only going to be persuaded by a new approach and we need to know what has and hasn’t worked quickly to make changes.

The changing audience will necessitate an adaptive strategy that evolves year to year.
So, these are some of the questions we’re currently wrestling with and hope you’ll help us answer if you join!

- How do we take a more targeted approach to our ATL buying when reaching an audience who primarily consumes broadcast channels?
- How do we use the targeting capabilities of digital channels to drive more brand-focused metrics such as desire and understanding?
- How do we identify people in the digital environment who show no ‘in market’ behaviour in the absence of first party data?
- Beyond driving consideration, how might SEGB expand our role into conversion-driving activity to energy suppliers, in the absence of first party data?
- What changes to our measurement do we need to put in place to track the effectiveness of future activity in the context of an evolving media strategy?

To apply for the role

We want you to demonstrate your skills, experience and abilities to perform the role in a way that best speaks to who you are. We want to know why you want to come and work here and what inspires and motivates you. How you demonstrate to us that you meet the criteria for role, as outlined in the job description, is up to you. It could be a CV and/or cover letter, an insightful video, a persuasive argument to convince someone to get a smart meter or something else. Whatever method you choose, we will consider your application as part of the recruitment process.

Please send your CV and cover letter to: iwanttojoin@smartenergyGB.org

Smart Energy GB is an equal opportunity employer and we track equal opportunity data to make our recruitment and selection practices as inclusive as possible. Please could you complete our short Equality & Diversity monitoring form by copying and pasting this URL into your web browser - https://www.surveymonkey.co.uk/r/SEGBRecruitmentEqualityDiversityMonitoring
If you use assistive technology (such as a screen reader) and need a version of this document in a more accessible format, please email iwanttojoin@smartenergygb.org. Please tell us what format you need. It will help us if you say what assistive technology you use. An audio/visual version is also available upon request.

Diversity

Smart Energy GB actively encourages applications from currently under-represented groups in the marketing and communications sector. We have identified ethnic minority, disability and gender as the key areas we would like to focus our recruitment efforts in. Therefore, we are keen to hear from female applicants, applicants that belong to the ethnic minority backgrounds and from people with disabilities. We’re building a team that is able to understand the needs of and effectively communicate with the whole of our diverse nation. So, if you’re applying for a job with us, we’d like to hear how you can help us do this.

All disabled applicants who meet the minimum requirements of the job as set out in the job description and person specification will be guaranteed an interview if requesting to be considered under this scheme. If there’s anything we can do to make our interview process or working environment more inclusive and to meet your particular needs please let us know. Our offices have full wheelchair access and our onsite facilities are gender neutral.

The benefits

Every member of our team goes above and beyond, helps one another out and contributes to the achievement of our ambitious goals. We think it’s only right for us to reward them accordingly:

- Competitive pension scheme
- 25 days annual leave (plus bank holidays)
- Gym memberships
- Annual health check
- Annual eye test
- Season ticket loan
• Five annual volunteer days
• £1,000 (net) work anniversary gift
• Option to buy additional annual leave
• Option to take out a personal loan
• Cycle to work scheme
• An in-house wellbeing programme, Thrive